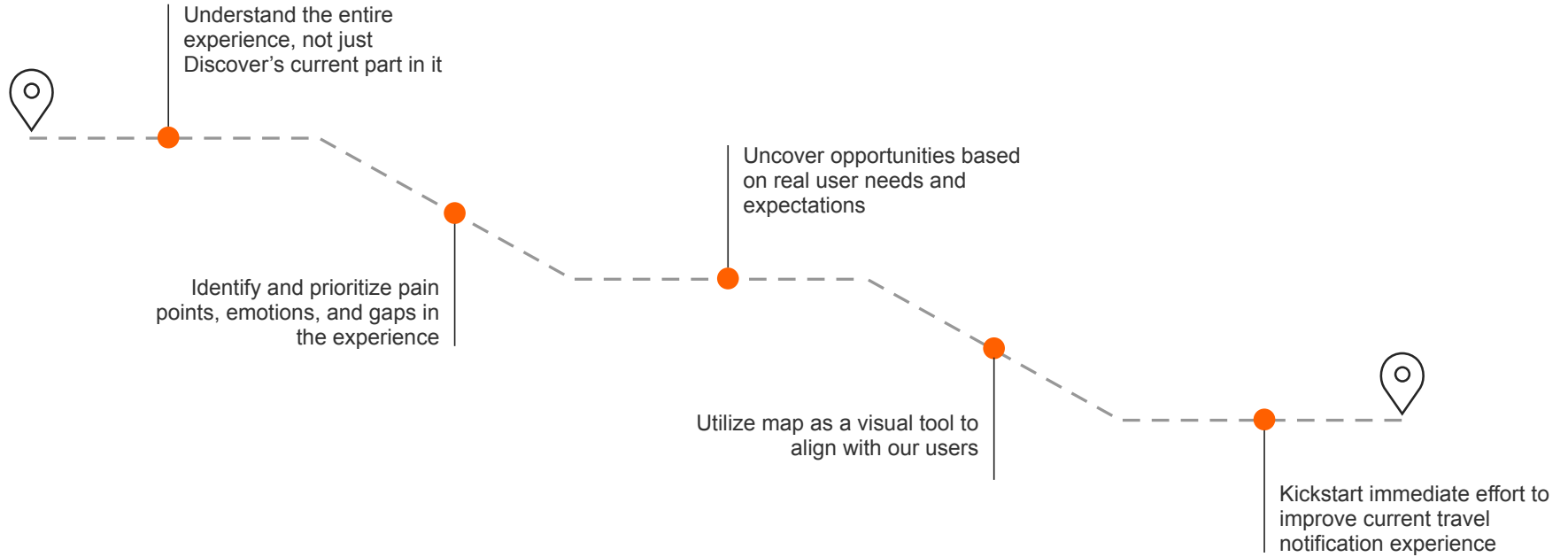


JOURNEY MAPPING EXERCISE

WHY DO WE JOURNEY MAP?



HOW WE DID IT

THE METHOD



45 minute sessions



Planning Phase



Travel Phase



Returning Phase



Payments

THE PARTICIPANTS

15

participants, recently traveled
or currently planning travel



60% male



40% female



Ages 23-45

TRAVELER ARCHETYPES



THE CAREFREE EXPLORER

Less planning

Often less experienced

Enjoys moments of spontaneity

Wants to “live like a local”

Less budget conscious



THE SEASONED PLANNER

Heavy planning

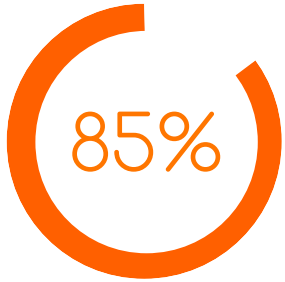
Traveled internationally multiple times

Culturally sensitive

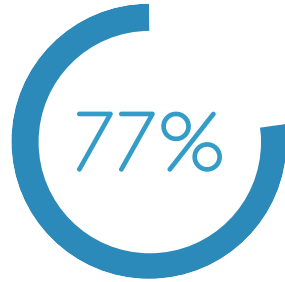
Enjoys more “touristy” activities

Likely to have a budget

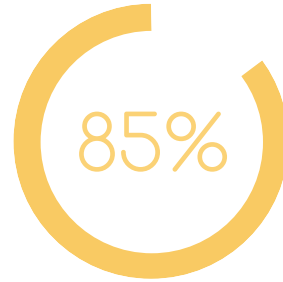
QUICK STATS



called credit card company to notify of travel



mentioned past negative experiences using credit cards during travel



changed spending behavior after returning from trip



are aware of foreign transaction fees

THE MAP

INTERVIEW SESSIONS

pre-planning

- Write on sticky notes for topics
- no laptop, just pen & paper
- no notes, no checklist
- no agenda
- no time pressure for the profile

planning

- Ask CEO what they want
- Ask what they want to see
- Ask what they want to do
- Ask what they want to avoid
- Ask what they want to know

planning

- Ask CEO what they want
- Ask what they want to see
- Ask what they want to do
- Ask what they want to avoid
- Ask what they want to know

travel

- ATM's abroad
- no internet
- no maps
- no money

post-travel

- Ask CEO what they want
- Ask what they want to see
- Ask what they want to do
- Ask what they want to avoid
- Ask what they want to know

pre-planning

- Ask CEO what they want
- Ask what they want to see
- Ask what they want to do
- Ask what they want to avoid
- Ask what they want to know

pre-planning

- Ask CEO what they want
- Ask what they want to see
- Ask what they want to do
- Ask what they want to avoid
- Ask what they want to know

planning

- Ask CEO what they want
- Ask what they want to see
- Ask what they want to do
- Ask what they want to avoid
- Ask what they want to know

travel

- Ask CEO what they want
- Ask what they want to see
- Ask what they want to do
- Ask what they want to avoid
- Ask what they want to know

post-travel

- Ask CEO what they want
- Ask what they want to see
- Ask what they want to do
- Ask what they want to avoid
- Ask what they want to know

pre-planning

- Ask CEO what they want
- Ask what they want to see
- Ask what they want to do
- Ask what they want to avoid
- Ask what they want to know

pre-planning

- Ask CEO what they want
- Ask what they want to see
- Ask what they want to do
- Ask what they want to avoid
- Ask what they want to know

planning

- Ask CEO what they want
- Ask what they want to see
- Ask what they want to do
- Ask what they want to avoid
- Ask what they want to know

planning

- Ask CEO what they want
- Ask what they want to see
- Ask what they want to do
- Ask what they want to avoid
- Ask what they want to know

travel

- Ask CEO what they want
- Ask what they want to see
- Ask what they want to do
- Ask what they want to avoid
- Ask what they want to know

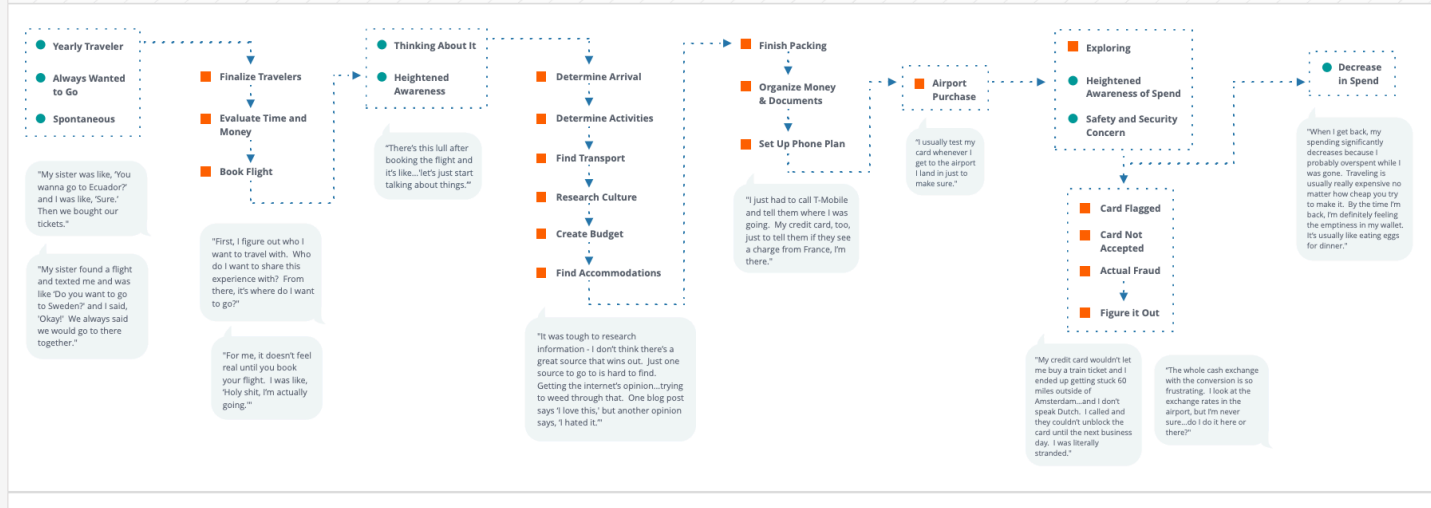
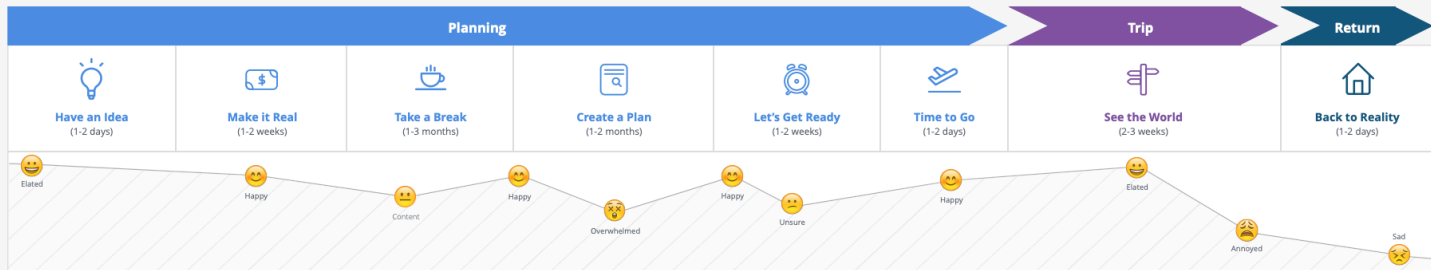
Phases

Emotions

Activities

Behaviors

Opportunities



Make it Real

Insight
Travelers believe their credit card companies have "all" of their information and data

Opportunity
How can Discover leverage transaction data to ensure a seamless travel experience?

Take a Break

Insight
Travelers experience a lull in trip-related activity after booking their flights

Opportunity
How can Discover keep the excitement going?

Create a Plan / Let's Get Ready

Insight
Travelers are overwhelmed with coordinating trip logistics.

Insight
Travelers lack reliable and trustworthy resources to ensure a smooth trip.

Opportunity
How can Discover provide helpful information in a succinct way?

See the World

Insight
Travelers expect instant, reliable, and guaranteed support during travel

Insight
77% of travelers mentioned negative experiences using their cards internationally

Opportunity
How can Discover meet all cardmember needs during travel?

See the World

Insight
Travelers assume their credit card(s) will always work, regardless of notifying credit card provider

Opportunity
How can Discover manage expectations and provide timely and transparent information?

See the World

Insight
Travelers find it difficult to manage spending between cash, debit, credit, and conversion rates

Opportunity
How can Discover provide on-the-go resources to manage spending, regardless of payment method?

Back to Reality

Insight
Travelers feel emptiness in their wallets after returning from trip

Opportunity
How can Discover maintain brand affinity and top of wallet?

INSIGHTS & OPPORTUNITIES

PHASE: MAKE IT REAL



INSIGHT

Travelers believe their credit card companies have "all" of their information and data

OPPORTUNITY

How can Discover leverage transaction data to ensure a seamless travel experience?

PHASE: TAKE A BREAK



INSIGHT

Travelers experience a lull in trip-related activity after booking their flights

OPPORTUNITY

How can Discover keep the excitement going?

PHASE: CREATE A PLAN / LET'S GET READY



INSIGHT

Travelers are overwhelmed with coordinating trip logistics.

+

Travelers lack reliable and trustworthy resources to ensure a smooth trip.

OPPORTUNITY

How can Discover provide helpful information in a succinct way?

PHASE: SEE THE WORLD



INSIGHT

Travelers expect instant, reliable, and guaranteed support during travel

+

77% of travelers mentioned negative experiences using their cards internationally

OPPORTUNITY

How can Discover meet all cardmember needs during travel?

PHASE: SEE THE WORLD



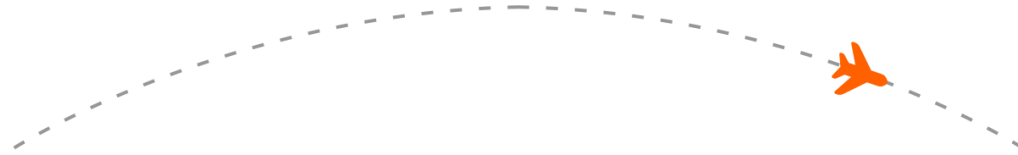
INSIGHT

Travelers assume their credit card(s) will always work, regardless of notifying credit card provider

OPPORTUNITY

How can Discover manage expectations and provide timely and transparent information?

PHASE: SEE THE WORLD



INSIGHT

Travelers find it difficult to manage spending between cash, debit, credit, and conversion rates

OPPORTUNITY

How can Discover provide on-the-go resources to manage spending, regardless of payment method?

PHASE: BACK TO REALITY



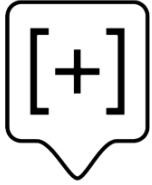
INSIGHT

Travelers feel emptiness in their wallets after returning from trip

OPPORTUNITY

How can Discover maintain brand affinity and top of wallet?

NEXT STEP: COMPILE RESOURCES



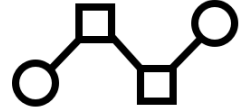
OPINION LAB
COMMENTS



IN-DEPTH
INTERVIEWS



CALL CENTER
DATA



JOURNEY MAP
VISUAL